



HD newsroom with NCPower Pro

Al Watan TV producing high-definition news in Kuwait. NCPower Pro integrating all activities from ingesting to playing out.

The challenge

As the publisher of one of the largest daily newspapers in Kuwait, the Dar Al Watan Group has been an established news provider since the seventies. In 2007, it entered the TV segment, setting up Al Watan TV. This necessitated a newsroom with 25 integrated workplaces and a technical platform with the following main characteristics: HD capabilities, end-to-end bilingual (English and Arab) capabilities and scalability.

The solution

Using NCPower Pro, NorCom installed a fully integrated newsroom at Al Watan TV incorporating all the necessary workflows such as research, ingesting, production including graphics and links with the Omneon video server. In this way, the broadcaster has a modern, fully equipped newsroom allowing up-to-the-minute news to be produced swiftly, flexibly and efficiently. All workplaces are fitted with Apple Macintosh clients, which are networked with the central XSAN.

The success

Al Watan TV's newsroom is one of the most modern in the Middle East and the first one in the region to be producing completely in HD. The graphic and editing strengths of the Macs are supplemented to optimum effect by the successful integration and multimedia workflow orientation of NCPower Pro. In this way, newsroom staff are able to produce news with the required flexibility and in the necessary speed. The scalable NCPower architecture will facilitate future newsroom and program extensions.





Thanks to modern Unicode programming, NCPower Pro is available for a wide variety of different languages and character sets.

High-quality news

The Kuwait-based Dar Al Watan Group has enjoyed great success in the newspaper segment for decades, publishing “Al Watan”, one of the region’s leading Arab-language newspapers. When the publishing company launched its broadcaster Al Watan TV in autumn 2007, it was committed to maintaining its high journalistic standards in this new medium as well. Moreover, it wanted to have the most modern newsroom in the Middle East and produce news in high definition.

NCPower Pro

In order to achieve swift and high-quality news production, the Dar Al Watan Group attached key importance to an integrated workflow. NorCom implemented an end-to-end solution at Al Watan TV combining the strengths of the Apple platform - high usability, superb graphics and multimedia capabilities -

with the modern newsroom workflows offered by NCPower Pro. Says Sheik Nasser Al-Sabah: “As an HD-capable Apple-based end-to-end solution, NCPower Pro has a lot going for it. What is more, NCPower’s high scalability provides us with a good basis for future extensions to our TV activities”.

Perfect workflow

Ingesting is implemented via Live Ingest or XDCAM. In addition, source content is imported from the news agencies or from the Internet.

Final Cut Pro, a proven editing software package, has been integrated in NCPower Pro for Al Watan TV. The central organization instrument in the newsroom is the rundown list, which sequences the broadcasts, allocates content to the newsroom staff and performs planning operations. Once a video has been completed and released by the editor in chief, NCPower Pro transfers the file in the background from XSAN to an Omneon video server. The playout is managed by the NCPower Pro news automation system linked via the MOS protocol.

Data and facts

- HD newsroom
- tapeless, IT-aided workflows
- XDCAM/MXF integration
- 25 newsroom workplaces with access to high-definition video material
- news automation system via NCPower
- play-out via Omneon video server
- XSAN Direct Play configured as a back-up system

Al Watan TV

Al Watan TV belongs to the Dar Al Watan Group. Owned by Sheikh Khalifa Ali Al Sabah, this Kuwait-based media group publishes daily newspapers and the Arab version of the news magazine Newsweek, among other things. Al Watan TV produces a blend of news, entertainment and sports from two large broadcasting centers.

NorCom Information Technology AG

Established in 1989, the internationally active company has a business model comprising two mainstays – software products and consulting. NorCom’s software products ensure smooth broadcasting operations for TV and radio stations. NorCom’s product range primarily entails the unified media factory NCPower Pro, a planning, production, newsroom and management system for handling all multimedia content together with powerful archiving and research functions.

With NCPower Pro, NorCom has evolved into the leading international innovator in media solutions for the production and processing of multimedia content for all distribution channels from conventional broadcasting to IPTV as well as corporate and mobile TV. Its top media customers include TV broadcasters such as N24, RTL Television Europe, n-tv (Germany), public broadcasters such as VGTRK (Russia) and NRK (Norway) and companies such as Springer Digital TV.

NorCom Information Technology AG

Gabelsbergerstrasse 4 • 80333 Munich • Germany
 Phone +49 (0)89 / 939 48-0 • Fax +49 (0)89 / 939 48-111
 www.norcom.com



The information contained in this document is subject to minor or major change at all times without prior notice. NorCom and the NorCom logo are registered trademarks and trade names owned by NorCom Information Technology AG. All other trademarks are the property of their respective owners. NorCom is not liable and does not grant any warranty for the accuracy of the information contained in this document either in its entirety or any part off it. In particular, this exclusion of liability shall include but not limited to product liability, liability for the presence of warranted properties, a guarantee of certain standard usability and suitability for a particular use.